



Tip of Value Are You Ready for AI?



By: Asher Robeson (They/Them)
Operations Specialist

The topic of AI is everywhere these days. There's no denying that the AI tools hitting the market are very powerful, and can be useful if implemented thoughtfully. But I have an important question for you to ask to assess whether your organization is ready for any new tools, AI or otherwise:

Are you using the tools you already have to their fullest potential?

So many organizations build up a “toolbox” that’s bursting with software and resources, and then barely scratch the surface of what those tools can do. Often, we’re using them to facilitate a specific task, but we’ve never taken the time to really learn everything else that a new tool can be used for, or thought about how we might use it to address other problems/business needs. We might be paying full price for a piece of software or subscription and only using 5-10% of it!

AI tools can be a powerful support for your other resources. But if you aren’t effectively using the tools you already have, chances are you won’t use AI effectively either – and it’s got a lot more potential to backfire on you unexpectedly. So, before you go looking at the shiny new AI toys in the window, start by really getting to know the tools you’re currently using and learning everything they can do. You might be surprised to find you’ve already got everything you need!

Here are some useful links to help you:

- [Get the most out of your existing tools](#)
- [Make sure you’re not just using tools fully, but using the RIGHT tools](#)
- [Assess whether software – new or old – suits your needs](#)

Team Member Highlight



Kara Spreng
Graphic Designer

Kara holds a Bachelor of Fine Arts in Graphic Design from Michigan State University. With a deep understanding of visual communication and design, she is a highly skilled designer driven by her passion for creativity and media.

The core values that guide Kara's work include adaptability, strong communication, and dependability, all of which ensure the delivery of exceptional results for our clients.

New Client Highlight

Certified Commercial Investment Member (CCIM) — Illinois Chapter

CAM is proud to introduce our newest client, Certified Commercial Investment Member (CCIM) — Illinois Chapter.

CCIM IL aims to provide the highest quality mentorship, networking and education services that will ensure members' ability to conduct business successfully and advance the commercial real estate profession.

THE CCIM INSTITUTE
Illinois Chapter

CAM Services

Explore the array of services we offer to cater to your needs and elevate your experience with us. We are committed to delivering excellence in every aspect. Discover how we can make a difference for you!

Executive Level Services

Implement and support association policies, assist with strategic planning, provide guidance and leadership, and develop program design and production.

Office Based Services

Serve as a national or local association office, providing a fully functional office with a member call-in number, and conducting daily business along with handling related correspondence.

Meeting & Event Planning

Manage trade show solicitation, oversee production, handle online and onsite registration, consult on venue selection, support sponsorship outreach, prepare and distribute board meeting materials, actively participate in board meetings, and coordinate continuing education credits.

Financial Oriented Services

Manage financial reporting, assist in developing the annual budget, conduct cost analysis and review, handle professional bookkeeping, process reimbursements and travel expenses, and oversee member billing and dues collection.

Membership Services

Ensure members receive membership benefits, communicate with members and association leaders, offer prompt email or phone responses within 24 hours, support member recruitment and retention, track and report applications and renewals, conduct membership surveys, oversee listserv management, and maintain membership lists with related updates.

Marketing & Communication

Support the organization's marketing and public relations efforts, assist in newsletter creation and distribution, handle social media management, maintain association handbooks and procedural manuals, oversee website design, hosting, and management, manage databases, host webinars, and prepare email marketing campaigns.

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Creative Juice Blog: [Spotlight on Ed Graziano and Corporate Event Interactive](#)

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